

## **AMENDMENTS TO THE CLAIMS**

Please accept amended Claims 33-34 and new Claims 35-38 as follows:

1-15. (Cancelled)

16. (Previously Presented) A computer-implemented method for dynamically converting electronically encoded HTML textual content from a text format to an image format, comprising the steps of:

- receiving a request for the textual content from a client;
- obtaining, at a server, the textual content in text format;
- determining a content creation preference stored on the server;
- converting, automatically by the server, the textual content in text format to the textual content in the image format according to the content creation preference;
- storing the textual content in the image format;
- generating an HTML document containing an inline reference to the stored textual content in the image format for retrieval and dynamic assembly by the client; and
- replying to the request by serving the HTML document containing the inline reference to the stored textual content in the image format, wherein the reply does not include the textual content in the image format.

17. (Original) The method of claim 16, further comprising the step of extracting the content in text format from the obtained content in the text format.

18. (Cancelled)

19. (Original) The method of claim 16, further comprising the step of applying a watermark to the content in the image format according to a watermarking preference.

20. (Previously Presented) The method of claim 19, further comprising the step of compressing the watermarked image according to a compression preference stored on the server.

21. (Original) The method of claim 16, further comprising the step of generating an image map according to a mapping preference, wherein the image map relates selectable spatial display coordinates to external document identifiers.

22-23. (Cancelled)

24. (Original) The method of claim 19, further comprising the steps of:  
receiving a client system request for verification of the watermarked content;  
verifying the watermarked content; and  
replying to the client system request for verification.

25-31. (Cancelled)

32. (Previously Presented) The method of claim 16, wherein the content creation preference specifies attributes of the textual content in image format.

33. (Currently Amended) The method of claim 32, ~~wherein~~ wherein the attributes of the textual content in image format include at least one of font, font size, color, and margins.

34. (Currently Amended) The method of claim 16, further comprising:

~~requesting receiving a request from~~, by the client, for the textual content in the image format according to the inline reference, wherein the inline reference is a Uniform Resource Locator (URL); and

replying to the request from the client for the textual content in the image format.

35. (New) A computer-implemented method for dynamically converting electronically encoded HTML textual content from a text format to an image format, comprising the steps of:

receiving a request for the textual content from a client;

obtaining, at a server, the textual content in text format;

determining a content creation preference stored on the server;

converting, automatically by the server, the textual content in text format to the textual content in the image format according to the content creation preference;

storing the textual content in the image format as a uniquely addressable element identified by a Uniform Resource Locator (URL);

generating an HTML document containing an inline reference comprising the URL to the stored textual content in the image format for retrieval and dynamic assembly by the client; and

replying to the request by serving the HTML document containing the inline reference to the stored textual content in the image format, wherein the reply does not include the textual content in the image format.

36. (New) The method of claim 35, further comprising applying a watermark to the content in the image format.

37. (New) The method of claim 36, further comprising:

receiving a client system request for verification of the watermarked content;  
verifying the watermarked content; and  
replying to the client system request for verification.

38. (New) The method of claim 35, further comprising compressing the textual content in the image format.